

ABSTRACT

A labeler for applying labels to articles is provided. The labeler includes a label application device having an opening in an end thereof. The label application device being expandable when subjected to pressure. The label application device including a first component defining a working face of the label application device on which labels are carried and a second component defining a body of the label application device to which the first component is secured. The first component being constructed of a first material to which the label adhesive will not readily adhere and the second component being constructed of a second material that is relatively more fatigue resistant than the first material.